

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		21.	.1% of 22	,500 stor	es	26	.2% of 22	2,500 sto	res	16	.1% of 22	2,500 stores		
			ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAR	GE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			200	1.52	50	2.25	670	1.77			230	2.12	
G	White 18 pack			90	2.27	40	2.50	450	2.39			1,490	1.89	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	20	1.44	240	1.48	140	1.42	940	1.52			190	1.04	
R	White 18 pack			690	2.69			350	1.98			800	2.67	
	Brown 12 pack			70	1.99									
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			120	4.65	30	3.19	150	3.91			10	2.99	
E	OMEGA-3													
c	White 12 pack	10	1.88	1,510	2.76	20	3.29	1,010	2.76	240	2.99	830	2.61	
ĭ	Brown 12 pack											120	3.11	
A	CAGE-FREE													
L	White 12 pack			1,600	2.48			240	3.22					
Т	Brown 12 pack			1,800	2.51			360	3.30	200	2.63	270	3.03	
Υ	VEGETARIAN FED													
	White 12 pack			20	2.69							100	2.50	
	Brown 12 pack			200	2.77			260	2.72			100	2.99	

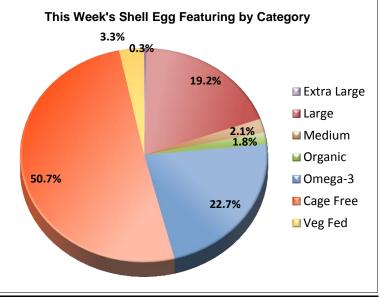
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.70					1.67							
1.65												
1.60	1.58			1.58								
1.55			1.55									
1.50												
1.45		1.45										
1.40 Nov 23-29	Nov 30-Dec-06	Dec 07-13	Dec 14-20	Dec 21-27	Dec 28-Jan-03							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,310	2,640	2,710	Large Eggs on
Specialty	5,260	2,070	1,870	Dec-24-2012
Total (includes MD)	6,710	4,810	4,660	471.0
Special Rate 4/:	1.9%	10.0%	1.6%	down 17.7%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs continues to decrease following the Christmas holiday, which is in sharp contrast with activity for specialty shell eggs. The average price of Grade A, or better, Large white eggs to consumers is sharply higher this week. Shoppers searching for post-holiday deals will have a hard time finding "no price" incentives ahead of the New Year. Promotional activity for specialty shell eggs, however, more than doubles this week as retailers are quick to offer Omega-3 and cage free varieties. Featuring of liquid egg products is also more active as offers for both 14-16 ounce and 32 ounce cartons increase, particularly in the Northeast. Ads featuring egg nog are limited as the seasonal decline begins.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			EAST U.S.	NI V/T\		IEAST U.S.	0	(10.1		OWEST U.S.			
	Feature Rate 17 Activity Index 4	(CT,DE,MA,MD,ME 27.7% of 4,400 Activity Index = 1,62	sampled outlets	s		NC,SC,TN,VA,WV D sampled outlets 190 (includes Med	1	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 26.1% of 4,000 sampled outlets Activity Index = 1,460 (includes Medium)					
		EXTRA LARGE	•	RGE	EXTRA LARGE	LAF	EXTRA LARGE LARGE						
CLASS		Price Range Stores Avg 3/	Price Range	_	Price Range Stores Avg 3		_		Stores Avg 3/	Price Range	Stores	Avg 3/	
USD	OE White 18 pack	, ,			· ·							J	
AA	MEDIUM	White 12 pack			White 12 pac	<		W	Vhite 12 pack				
USD	· ·	1.69 10 1.69	1.49 - 1.50 1.99	80 1.49 60 1.99		1.00 - 1.98 2.99	80 1.47 430 2.99	1.19	10 1.19	1.00 - 1.98 1.98	40 160	1.51 1.98	
Α	MEDIUM	White 12 pack White 30 pack	1.25	70 1.25	White 12 pac White 30 pac		20 0.99		Vhite 12 pack Vhite 30 pack				
S	SDA ORGANIC White 12 pack Brown 12 pack		4.99	80 4.99									
E C	MEGA-3 White 12 pack Brown 12 pack	1.88 10 1.88	1.50 - 3.00	1,030 2.71		2.49	80 2.49			2.49 - 3.12	190	3.08	
L	AGE-FREE White 12 pack Brown 12 pack		2.99 - 3.49	60 3.42		1.99 - 2.50 1.99 - 2.50	290 2.37 290 2.37			2.50 2.50	530 530	2.50 2.50	
Y	GETARIAN FED White 12 pack Brown 12 pack		2.69 2.69 - 2.99	20 2.69 200 2.77									
			NTRAL U.S			WEST U.S.			_	WEST U.S.			
	1/	(AR,AZ,CO,KS,LA		•	1	,HI, NV)			, ,	(,OR,WA,WY)			
	Feature Rate 1/ Activity Index 2/	16.4% of 4,000 Activity Index = 1,24	•		27.8% of 2,900 Activity Index = 1,0) sampled outlets		9.1% of 1,200 sampled outlets Activity Index = 190 (includes Medium)					
	White 12 nack	· · · · · · · · · · · · · · · · · · ·	io (includes Me	aiaiii)	Activity index = 1,0	1.50 - 1.79	200 1.52	ACIIV	vity index = 1s	o (includes Med	ilulli)		
USD GRAI AA	White 18 pack		1.99	40 1.99		2.50	50 2.50						
	White 12 pack	White 12 pack	0.99 - 1.98	30 1.58	White 12 pac	1.00	10 1.00	W	Vhite 12 pack				
USD	A White 18 pack		1.67 - 2.99	100 2.55		1.99	10 1.00						
Α	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack		10 1.20 40 2.99		Vhite 12 pack Vhite 30 pack				
U	SDA ORGANIC	·			· ·								
S	White 12 pack Brown 12 pack					3.99	20 3.99			3.95	20	3.95	
E C	MEGA-3 White 12 pack Brown 12 pack		2.29 - 3.00	120 2.80		2.48 - 3.00	90 2.86						
L C	AGE-FREE												
Ĺ	White 12 pack Brown 12 pack		1.99 - 2.50 1.99 - 2.50	400 2.19 550 2.27		2.50 - 3.00 2.50 - 3.00	290 2.93 290 2.93			1.99 - 2.50 2.50	90 80	2.45 2.50	
Y	EGETARIAN FED White 12 pack Brown 12 pack												
Source	e. USDA Agricultur	ral Marketing Service, Poultry	Market News a	nd Analysis - (202) 720-6911 website: ht	tn·//www ams use	da gov/nymark	etnews htm				2 of 3	

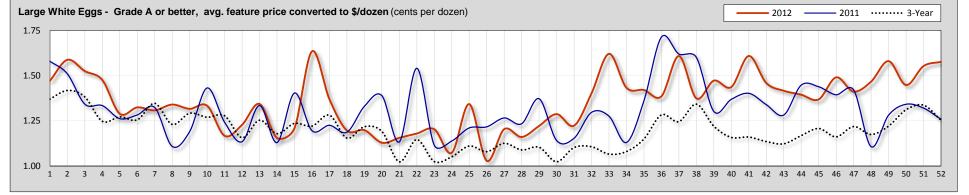
USDA

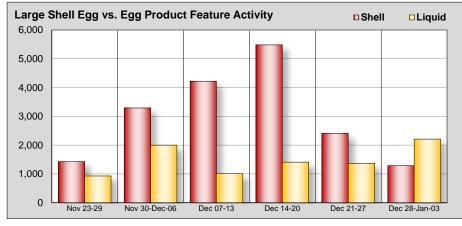
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

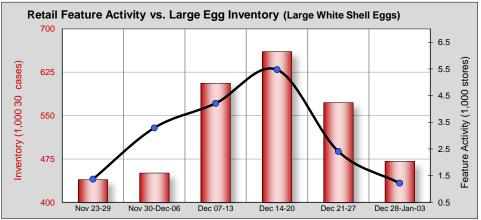
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

(prices in dollars per carton)

										•													
EGG	THIS	LAST	LAST	NODTL	JEAST	SOUTH	IE V G T	MIDW	/EQT	SOUTH	SOUTH CENTRAL		SOUTHWEST		WEST								
PRODUCTS	WEEK	WEEK	YEAR	NORTI	NORTHEAST		JOUTHLAST		WIIDWEST		300111 CLNTRAL		JOUTHWEST		NORTHWEST								
1/ Feature Rate	8.8%	5.5%	3.8%	27.2% of 4,400 sampled		27.2% of 4,400 sampled		2.9% of 6,000 sampled		7.2% of 4,400 sampled 2.9% of 6,000 samp		1.6% of 4,000 sampled		7.7% of 4,000 sampled		7.7% of 4,000 sampled		7.7% of 4,000 sampled		8.4% of 2,900 sampled		0.0% of 1,20	0 sampled
2/ Activity Index	2,210	1,370	1,710	Activity Index = 1,380		Activity Index = 170		Activity Index = 10		Activity Index = 410		Activity Index = 240		Activity Index = 0									
	Stores Avg ^{3/} Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg ³		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/											
14-16 oz. crtn	1,560 2.51	880 2.72	1,360 2.46	1.99 - 3.49	1,020 2.49	2.50 - 3.00	170 2.65	2.99	10 2.99	2.00 - 2.78	360 2.49												
32 oz. crtn	650 4.93	490 5.13	350 4.12	4.69 - 5.99	360 5.15					3.99	50 3.99	4.79	240 4.79										
3 - 4 oz. cup																							
2 - 8 oz. cup																							
EGG NOG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST									
EGG NOG	WEEK	WEEK YEAR		NORTE	NORTHEAST SOUTHEA		IEASI	IVIIDV	/E31	SOUTH CENTRAL		SOUTHWEST		NORTHWEST									
1/ Feature Rate	6.0%	46.2%		15.3% of 4,4	00 sampled	1.2% of 6,000 sampled		8.0% of 4,000 sampled		5.5% of 4,000 sampled		0.2% of 2,900 sampled		4.1% of 1,200 sampled									
2/ Activity Index	1,590	10,340		Activity In	dex = 710	Activity Index = 100		Activity In	Activity Index = 310		ctivity Index = 310 Activity Index		Activity Index = 230 Activity Index		dex = 190	0 Activity Index = 50							
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	StoresAvg 3/								
32 ounce	770 2.26	3,640 2.41		1.99 - 3.99	280 2.50	1.99 - 2.19	90 2.07	1.00 - 2.79	310 2.18	1.99 - 2.19	80 2.04			1.67	10 1.67								
64 ounce	820 3.44	6,700 3.42		3.49 - 4.49	430 3.89	2.99	10 2.99			2.99 - 3.99	150 3.15	2.50 - 2.99	190 2.51	3.99 - 5.99	40 4.28								







Note: See page 1 for explanatory notes.